

Leonel Castañeda Alvarez

Full Stack Web Developer | Diseñador UX | Informatics Engineer

Guadalajara, Jalisco. México
(+52) 55 5966 4004
leonel_1mx@yahoo.com.mx
[LinkedIn](#)
[Github](#)
[Website](#)

Professional in web application design and development. As a user experience designer, he applies the Design Thinking methodology to create products that meet user needs and expectations, ensuring an optimal experience.

I previously worked in media, which allowed me to develop my creativity and solve problems quickly. I enjoy applying my knowledge, working in a team, and learning from others. I am self-taught and always strive for the best results.

PROFESSIONAL EXPERIENCE

UX Performance - Safe Refacciones
Guadalajara, Jalisco

Oct. 2023 - Actually

- **Landing Page Design and Development:** Responsible for the design, prototyping, programming, and implementation of the company's landing page, ensuring its successful implementation.
- **Shopify Online Store Management:** I was part of the team responsible for launching, configuring, and updating the company's online store using the Shopify platform. I participated in the entire process, from analysis, development, and creation, applying a Design Thinking approach to optimize the user experience and ensure effective implementation.
- **GitHub Development and Version Control:** Integration of the development environment to manage changes and program new features using GitHub. I used technologies such as Javascript, HTML, CSS, and Liquid to ensure agile and efficient development.
- **Custom Component Design and Creation:** Design and development of new components within the online store template, aligned with the company's specific needs.
- **Shopify API Integration (GraphQL):** Implemented scripts and bulk uploaded data via Shopify's GraphQL API, including products, metafields, taxonomy, and other essential data for the shop.
- **Development of a prototype dashboard for pickup management:** Created a prototype using Next.js as a framework and the Shopify API to manage incoming orders. Integrated webhooks and connected to a websocket for real-time updates.
- **SEO Audit and Optimization with Semrush:** Performing website audits through Semrush, identifying and correcting errors based on the results obtained to improve SEO performance and positioning.

Link to project - Still in development: <https://landing-safe.vercel.app>

Full Stack Web Developer - Visit Matina - Alianza Turística
Professional Practice
Matina, Costa Rica

Apr. 2023 - May. 2023

- Database analysis and modeling E-R with PostgreSQL and using ORM Sequelize.
- Construction of controllers and routes for API requests.
- Route documentation with Swagger.
- Implementation of components on the front-end with React and Redux Toolkit.
- User manual for site administrator.

Link to project: <https://visit-matina.vercel.app/>

Full Stack Web Developer - Countries

Apr. 2023 - May. 2023

Academic Experience.

Henry Bootcamp, Buenos Aires, Argentina.

- Construction of a website in which the countries of the world are shown.
- Creation of all site components and implementation of basic styles with CSS.
- E-R Database model and programming the routes for API requests.
- PostgreSQL and Sequelize.

Link to project: <https://deploy-countries-bay.vercel.app/>

Switcher, Technical director - Televisión Azteca

Mar. 2009 - Sep. 2021

Mexico City, Mexico

- Switcher operator for television production.
- I did live television programs.
- International events like world cups and olympic games.
- I worked with international companies: Redbull, Toprank, NHK Japan, NBA and Chilevision.
- I played the role of Technical director in Box and Futbol giving instructions for all tv crew.

TECHNOLOGIES:

Programming languages: JavaScript **Frameworks:** Nodejs, React, Redux, Sequelize, Bootstrap, NextJS, GraphQL. **DataBase:** PostgreSQL. **Tools:** Git, Slack, Trello. **Agile:** Scrum. **UX Design:** Figma, Adobe XD, Photoshop, Design systems like Material Design, Bootstrap, Tailwind y Material Ui

PROFESSIONAL EDUCATION

- Full Stack Web Developer. Henry Bootcamp. 700 hours theoretical-practical course. 2022 - 2023.
- Informatics Engineer. Unidad Profesional Interdisciplinaria de Ingeniería y Ciencias Sociales y Administrativas - IPN. 2003 -2007.

COMPLEMENTARY EDUCATION

- Google IT Support. Coursera. 2020.
- Programming with Java for Android applications. Couseira. 2019.
- Scrum Foundation Professional Certificate. CertiProf Professional Knowledge. 2023.
- Google UX Design. Coursera. 2023.
- Google Digital Marketing & E-commerce. Couseira. 2025.

LANGUAGES

- English B2 - Intermediate.